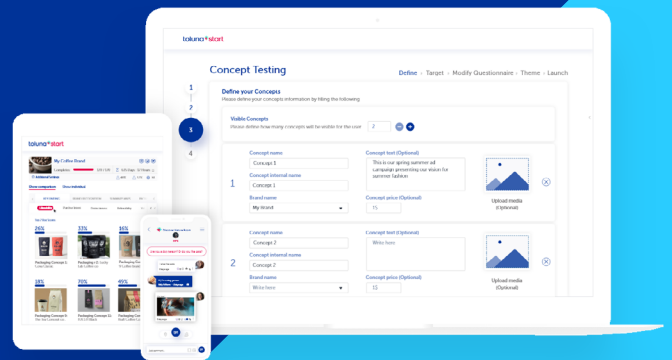


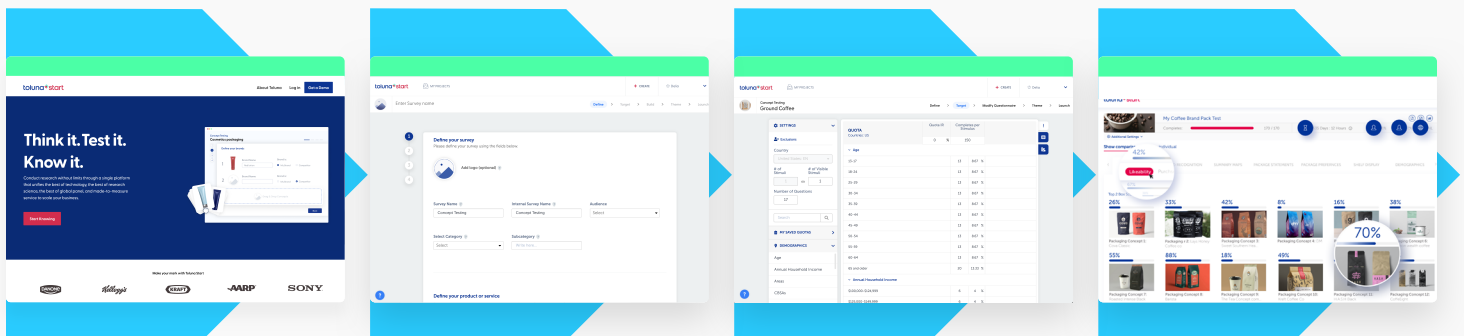


Access a single source for all of your consumer insights



Toluna Start is the industry's first end-to-end consumer intelligence platform. With a single login, perform quantitative and qualitative research - either through self-service solutions or through custom research programs built with the help of research and service experts.

How it works:



1. Platform Login

2. Create your Community/Survey

3. Target Respondents

4. Analyze and Share Results

Toluna Start – an enterprise solution that provides unique benefits:

- ▶ **Collaboration.** Build, update, and share with your team using a single login.
- ▶ **Quality.** Trusted methodologies and validated respondents yield consistent and actionable results.
- ▶ **Value.** We've built technology in house. Custom insights packages can be designed.
- ▶ **Flexibility.** Automated methodologies can be customized and we offer services to complement our solutions.
- ▶ **Speed.** Launch projects and obtain insights within minutes.



Website tolunacorporate.com

Transform your approach to insights with Toluna Start

An enterprise solution that provides unique benefits – designed with you in mind

- ▶ Technology - the ease and speed of a turnkey platform offers efficiency and control.
- ▶ Built in house - the SaaS platform was built by researchers for researchers.
- ▶ Powerful Methodologies - automated yet flexible.
- ▶ Real-time insights from our integrated global panel of 72+ million.
- ▶ Quantitative and qualitative in a single platform.
- ▶ Actionable, real-time reporting and interactive dashboards.

Best-in-class research, automated

We've coupled industry-leading expertise with technology to automate market research across key areas.



Market Understanding

Stay ahead in a dynamic market. Know your competition, market size, and key players.



Brand

Harness consumer insights for effective brand strategies. Adapt to challenges and seize new opportunities.



New Product Development

Agile consumer insights drive successful product development. Refine, understand, and launch with confidence.



Advertising and Creative Testing

Test campaign creatives, adapt, and stay relevant. Immediate feedback guides strategic adjustments for lasting impact.

